

“Let’s Face It, We’re Animals”. Contraception – It’s a Plan, Not an Afterthought.

Ottawa – August 18, 2017 - Making an informed decision about contraception before becoming sexually active can be challenging. Many young people aren’t sure who to talk to, don’t understand what the best options are for them, or think they can’t become pregnant. To help raise awareness as we head into the school year, the Society of Obstetricians and Gynaecologists of Canada (SOGC) has launched a national [“Let’s Face it, We’re Animals”](#) social media campaign. It acknowledges that our natural ‘animal’ instincts sometimes get the best of our thinking; so contraception should be a plan, not an afterthought.

“There are almost 20 different forms of birth control available in Canada, but more than 61 per cent of the women we surveyed had one or more unplanned pregnancy, ’ says Dr. Jennifer Blake, SOGC CEO. “The pill, condoms and withdrawal are the forms of contraception that are used most often. To see withdrawal on the list suggests that there wasn’t an effective plan in place. There are other reliable and more effective methods, including Intrauterine contraceptives, like IUDs, that many women aren’t aware of or know little about. We urge all sexually active Canadians to be aware of the options and to plan ahead.”

The campaign is based on preliminary results from a recent *Canadian Sexuality and Contraception Survey* (CSC), which provides insights into reproductive-health behaviours, attitudes, knowledge, and beliefs about contraception among 3,284 single and married Canadian women. It compared data collected in a 2006 survey with the same survey in 2016. Some of the findings are consistent:

- Most women are not aware of the many contraception options that exist;
- IUDs are one of the most effective methods available, but most women know very little about them;
- Women over 30 are less likely to use contraception or condoms;
- Women over 30 are at risk for unplanned pregnancy.

To help bridge the gap, the SOGC provides Canadians with details about all methods of contraception that are available on the market, on its new website [SexandU.ca](#). The site explains how each method works, how effective it is (with typical and perfect use numbers), and reviews its advantages and disadvantages. The information from each page can then be downloaded into a [single booklet](#) for use in clinics or classrooms.

Results from the CSC also indicate that one in four Canadian women does not know what to do when they miss a pill or other hormonal contraception method. The SOGC just recently released a new tool called S.O.S. “Stay on Schedule” ([www.sexandu.ca/sos](#)) to guide women through what to do in the case of a missed or delayed dose of hormonal birth control.

The SOGC will use the results from the CSC survey to drive health care quality, outcomes, and patient outreach forward in Canada.

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About The Society of Obstetricians and Gynaecologists of Canada

The SOGC is one of Canada's oldest national specialty organizations. Established in 1944, the Society's mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration and education. The SOGC represents obstetricians/gynaecologists, family physicians, nurses, midwives and allied health professionals working in the field of sexual reproductive health. For more information, please visit www.sogc.org